

# Educational & Corporate London Tours

Explore a different side to London and let us show you what is unusual and unforgettable about the capital.

Alternative walking tours for individuals and groups

0044 (0)20 7183 1055

[www.insider-london.co.uk](http://www.insider-london.co.uk)

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# Insider London



An experienced and highly acclaimed walking tour company, award-winning **Insider London** excels at showing what makes London one of the most vibrant and cosmopolitan capital cities in the world.

*“Despite knowing absolutely nothing about street art, I thoroughly enjoyed the street art tour. It has opened my eyes to an aspect of London that I was not aware of. Our knowledgeable tour guide’s enthusiasm for street art made it a 5\* experience. Highly recommended.”*

**Insider London** offer a unique variety of alternative London Tours suitable for the visiting tourist, local Londoner, private party, college study group or larger corporate event. All our guides live on London’s doorstep and are often part of its creative community, working as artists and performers.

If you’re a group visiting the UK for the first time or are a Londoner born and bred, our award-winning walking tours give you the inside track on the very best London has to offer. From the ancient alleyways of Smithfield through to the striking, shiny skyscrapers of the City we will show you an unusual and

unforgettable side to the capital. Take a look at the website for our list of alternative walking tours. **Insider London** is a tried and tested walking tour company and our Insider guides will bring your group the insider secrets they may be hard pressed to find elsewhere, bringing to life the fascinating, avant-garde and peculiar hidden treasures of London.

Whether visiting with friends, family, colleagues or students, all our London walking tours can be delivered exclusively on a date or time of your choice.

To find out more see our tour pages on the website  
[www.insider-london.co.uk](http://www.insider-london.co.uk)

call us today on  
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or email  
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*“Insider London’s organisation was perfect and the topics and the people involved in it were perfect. The team are genuine professionals.”*

*Patrick Marguerit, Student Study Tour Consultant, IdeaCom Travel, Paris, France*





With experience of working with clients such as Google, Eurostar, BBDO, Tesco and the UK Foreign and Commonwealth Office, and with some of the best guides in London, award-winning Insider London regularly organizes innovative Walking Tours and In-Depth Business Visits for groups ranging from 6 upwards.

# We offer an alternative to what is on offer elsewhere

## Educational Walking Tours and In-Depth Business Visits from Insider London

Dr Samuel Johnson famously wrote that the one who is tired of London is tired of life. We offer an alternative experience of London that will both entertain and educate.

What makes London so alive in the 21<sup>st</sup> Century? How has London been able to re-invent itself so many times in the past?

The London experience we offer will show your group the vibrant heart of London which makes it the annual destination of millions of visitors.

Whichever one of our tours is best for your group, Insider London will show you what is unforgettable and unusual about the capital.



## Who are Insider London's Educational Walking Tours and Business Visits for?

- People of all ages and backgrounds who enjoy London and who want to know more about London.
- People who want to learn the secret of London's success - and to enjoy the experience.
- Schools, colleges and universities preparing their students for exams and the workplace.
- Students and young professionals who are just embarking on their career journeys and for whom Insider London can give that essential insider step up onto the ladder.
- College Study groups visiting the UK who want to enjoy all that London has to offer yet don't want to miss the chance while they are here of accessing some of the expertise that has made London the city it is.

# Alternative Walking Tours



## Our tours are different.

Whether you're visiting for a few days, or are a Londoner born and bred, our award-winning Walking Tours give you and your group the inside track on the very best that London has to offer – from discovering the eye-opening stories behind Shoreditch's Street Art, to getting to grips with the hottest aspects of London's Sustainability scene, we will show you an unusual and unforgettable side to the capital.

- West End Retail Design Tour
- Silicon Roundabout/Tech City Tour
- City Finance Tour
- Cutting Edge Green Tour
- London's Modern Architecture Tour
- Sustainable Architecture Tour

Insider London provides Alternative Walking Tours with a cutting edge, off the beaten track from Big Ben and Buckingham Palace, yet right at the heart of what London is all about.

Delivered by professionals, Insider London Walking Tours can give your group the essence of London – as well as an entertaining and fun time.

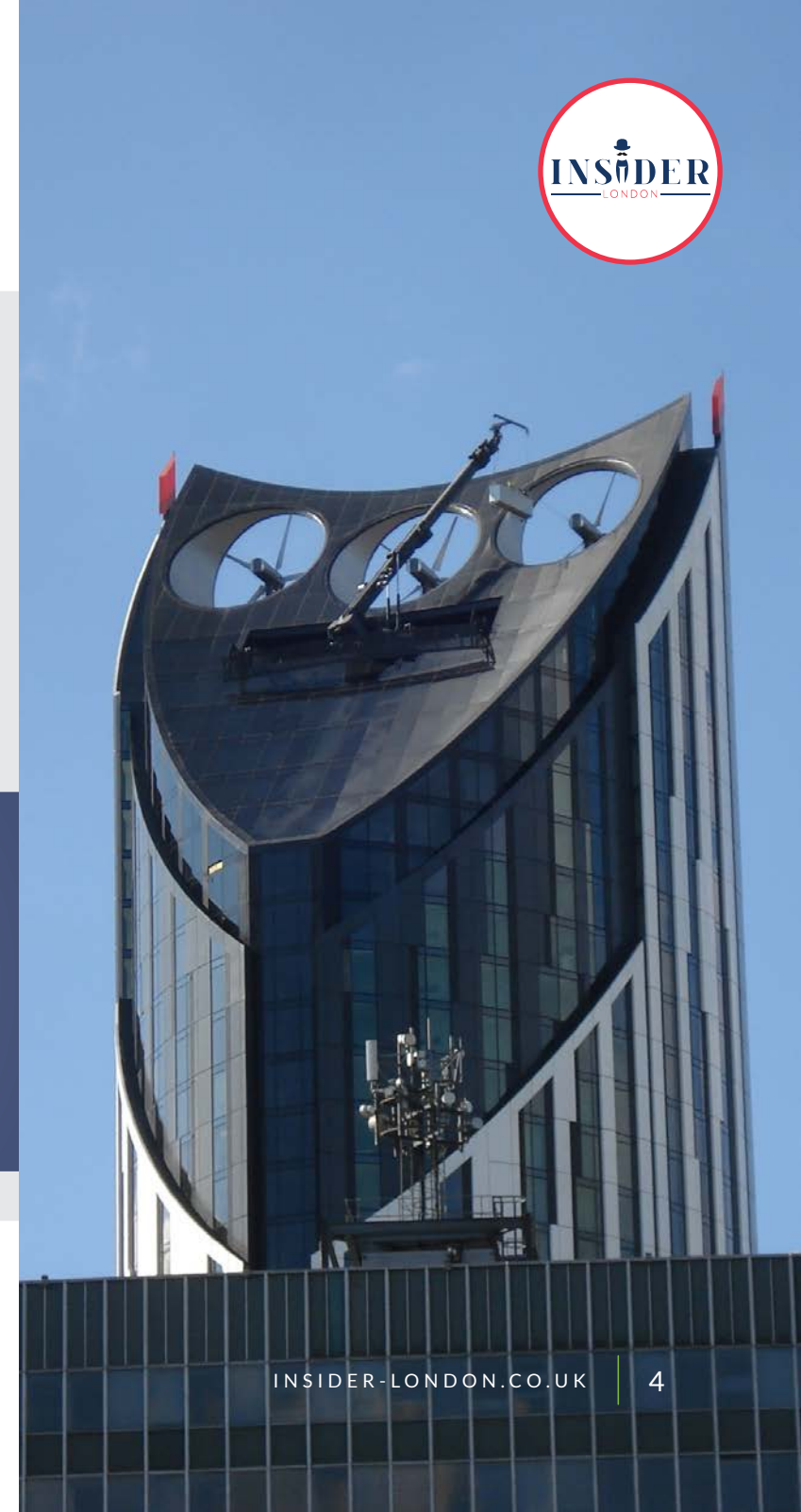
Look for more fun Alternative Walking Tours on our website

[www.insider-london.co.uk](http://www.insider-london.co.uk)

Including our popular Street Art Tour and London Underground Tour

*"Excellent and informative"*

*"I went on the Tech City tour and it was so informative. I live in Shoreditch and yet I came back learning something new about the place."*





# Silicon Roundabout / Tech City Walking Tour



This is our most popular walking tour with students. The two-hour tour starts at Shoreditch Grind and finishes at Google Campus.

We look at how and why such a small area of London is beginning to rival Silicon Valley and why it has become crucial to the UK's post-recession recovery.

We focus on themes such as the ecosystem of the area - why small businesses need bigger businesses and vice versa - and the regeneration that has happened there.

We take a first-hand look at the businesses in the area - businesses such as ASOS, Spotify and Zoopla - and the tour guide will discuss why London and the Silicon Roundabout has an advantage over other global technology clusters.

We hear about some of Silicon Roundabouts biggest successes, such as the business which started with 3 friends working together in an attic and now reaches out to 8.5 million users and we will have the opportunity to ask questions and discover more about this area from our knowledgeable guides.



*"Hello we had a tour to Silicon Roundabout where the technology companies are gathered in London. Alex with her smiling face was a great tour guide, she gave a lot of information about the companies around. I enjoyed the tour a lot and would definitely recommend it to people interested in technology."*





# West End Retail Design Walking Tour

On this tour we see some of London's most exciting retail interior designs as well as hearing the stories behind them.

We start in Piccadilly, walk through some of the boutique shops in Soho and end up in some of Mayfair's hippest stores. Insider London's tour of beautiful and unusual hand-picked retail spaces is the ultimate masterclass in shopping, store design and visual merchandising.

We've included as great a variety of stores and restaurants as we can, showing a range of different aesthetics from both independent stores and chain stores, ranging from deeply cool designs to classic styles to kid friendly stores. As well as discovering design that looks cool, you'll have a look at stores that appeal to a range of senses, creating atmosphere using sounds and smells. You'll also look at how some venues add extra personality by hiring a particular type of staff and getting them to wear special uniforms.

*Our tour guide was absolutely amazing! Well informed about the history/architecture of the buildings, context and use of interior design along with a profound view on general businesses and their practices. I thoroughly enjoyed the shops we visited, the highlight being the restaurant - was not expecting that!!! Thanks again for a marvellous afternoon.*





# London's Modern Architecture Walking Tour

Love it or loathe it, you can't help but notice the sci-fi like structures and soaring skyscrapers that puncture London's skyline.

This three and a half hour walking tour is perfect for exploring London's architectural wonders and getting the inside story on some of London's now iconic developments.

Discover how these contemporary buildings connect with the capital's rich history, the superstar architects behind the designs and the quirky and unusual features of London's innovative buildings – including one building that appears inside out!

*This tour gives you the perfect insight into London's amazing new skyline. It's unbelievable how much the city has changed in the last ten years. This is a perfect tour for architects, architectural enthusiasts, for Londoners and foreigners alike. Our guide, was absolutely amazing. His knowledge and passion kept us all entertained and engaged for three and a half hours of delightful walking around one of the most mesmerizing cities in the world. So happy we did this!!*



# Sustainable Architecture Walking Tour

Insider London's alternative London walking tour takes an in-depth look at the environmentally-friendly, uplifting buildings shaping London's landscape.

From the world's first building with integrated turbines to a five-storey carbon neutral development, we'll reveal over 15 different approaches to sustainable building, showing how architects and designers are putting green measures into practice.

We'll explore which developments are winning at being green and others which are veering close to being accused of adopting green gimmicks in a bid to gain green credentials.





# Cutting Edge Green Walking Tour

This two-hour tour is the only walking tour of its kind. Award-winning Insider London's innovative Green Tour takes you straight to the green shoots of the capital's sustainability scene.

Discover London's most environmentally responsible and socially savvy retailers, hotels, developments and communities. Hear what inspired them to put their operations on a greener sustainable footing and the challenges they continue to face. Learn about the green side of London's newest and oldest iconic landmarks and explore the vibrant free-flowing business community that has been going strong for almost fifty years.

Whether you are student, a professional involved in sustainability, or simply want to know more about London's impressive sustainability credentials, our jam-packed Green tour is ideal for getting to know the people, sites and businesses at the forefront of London's sustainable agenda.

*"Interesting tour; friendly, knowledgeable guide"*

*Our guide was friendly, smiley and very knowledgeable and the tour was very interesting, even for a Londoner like me.*





# City Finance Walking Tour

This two-hour walking tour provides a brief history of the City of London and explains how it became the world's financial hub. We look at some of the most interesting companies to have emerged from its long history.

By looking at the past and present of London's financial district, one of the world's most important economic centres, the tour covers important principles around how it works and how it affects our everyday lives.

We look at such icons as the London Stock Exchange, Milk Street, The Counting House, Lloyd's Building and Threadneedle Street. Your guide will discuss with you issues such as the evolution of the Stock Exchange, show you the headquarters of two of the City's Livery Companies, and describe the foundation of The Bank of England and the history of the family merchant bank commonly known as Rothschild's.





# In-Depth Business Visits

Why not visit a business in London and see how it got started? Alongside New York, London is home to the most powerful and influential companies in the world. Insider London's In-Depth Business Visits give a first-hand understanding of the London business scene and encourage groups to see new ways of thinking and doing business. They can also provide groups with useful and important contacts.

## How In-Depth Business Visits work:

- You first of all talk to our dedicated member of staff about the kind of business your group is interested in and we will try to find a match for you.
- When Insider London have made all the arrangements to your satisfaction, your group will be met in London by one of our guides. The guide will then accompany you to the chosen venue and help with registration for the visit.
- Visits typically involve an introduction to the business, presentations, discussions, Q & A's, demonstrations etc.
- Accompanied throughout by your guide, you will typically meet a senior member of staff and have a chance to ask lots of questions.
- In-Depth Business Visits usually last between one and one and a half hours.

You will find more business examples on our website [www.insider-london.co.uk](http://www.insider-london.co.uk)



# In-Depth Business Visits

Here are just three examples of the inspirational organisations and individuals you can meet. We're always updating our little black book, so if there's someone you want to talk to get in touch with us.

- Meet a key thought leader in the Internet of Things (IoT). IoT is growing at a rapid pace as companies recognise the benefit of connecting inert devices to the internet. This important thought leader and designer in IoT will discuss how the London tech scene is responding to the Internet of Things, exciting projects underway and the idea that tech will eventually become 'invisible'.
- Speak to the CEO of a powerful financial forecaster at the top of an iconic building in Canary Wharf. The first start-up to launch on the Financial Times, discover how this company's unique forecasting platform optimises the way firms do business and their plans for expansion.
- Talk to the senior member of a pioneering software developer creating bespoke risk management software used by the National Health Service and the US Department of Defence. As well as providing demos, you'll hear their business strategy and how they've grown a global customer base.

## *"Silicon Roundabout Tour & Business Visit"*

*We were on a school visit from overseas with sixteen GCSE and A-level Business and Economics students. Alex was an excellent tour guide for us. She took us to a company where the CEO gave us a presentation about creating Apps for their clients. This was followed by a tour of Silicon Roundabout whereby we learnt about the hi-tech companies in the area. We really enjoyed the tour and would definitely recommend it to other visiting school groups.*





# Insider London



Insider London's clients include Google, Eurostar, BBDO, Tesco and the Foreign and Commonwealth Office. We have also delivered tours for INSEAD, the University of Calgary, Universiti Teknologi Malaysia, the Danish Institute for Study Abroad, the University of Westminster, University of Middlesex and more.



The Walking Tours and suggested In-Depth Business Visits in this brochure are based on the tours and visits which have proved most popular with our student groups. Please do ask if there is something you would like to do, or a business you would particularly like to visit which doesn't feature here. We can usually accommodate most ideas.

Depending on the size of the group, Walking Tours and In-Depth Business Visits can cost from as little as £25 per person. Call us for a quote.

A 50% non-refundable deposit is to be paid before any work commences. The remaining 50% is to be paid 30 days before the first experience commences.

If your group is coming from outside London why not make a day of it and combine an In-Depth Business Visit or an Alternative Walking Tour with a guided sightseeing tour of London by coach? We can arrange all of this for you – and more.

To take part in one of our Alternative Walking Tours or In-Depth Business Visits and for more information and prices

contact us on  
**0044 (0)20 7183 1055**

or email our Bookings Manager at  
**[bookings@insider-london.co.uk](mailto:bookings@insider-london.co.uk)**

Insider London offer a medley of unique London Walking Tours for individuals and groups, from alternative guided tours of East London's Tech hub, Silicon Roundabout, to London's coolest modern architecture and cutting-edge green companies. Or for the ultimate shopping experience, try our one-of-a-kind retail tour – a sure-fire way to discover London's most opulent and innovative shopping outlets.



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